

CERTIFICATE XI!

I just read your March issue and thought it was great, but I do have a bone to pick with you. In glancing through your editorial "Switch On" section, your first pledge was that you would not advertise a product that is not appropriate to anyone under 21. However, in your December 1982 issue, on page 102, there is an ad for X-rated videogames. I wish you would choose your advertisers a little more carefully if you are going to live up to pledge number one.

Mike Jeffery

Address unknown

Ed: You're absolutely right about that December 1982 ad, but let's explain how it happened. First off, the pledge that appeared three issues later was predicated largely on that very ad. EG had intended from the very first that no X-rated videogames would be advertised on our pages. The ad that appeared was pre-purchased free space, belonging to a regular retail advertiser who decides each month at the last minute which of his new items he wishes to highlight in that spot. Unhappily, he chose the Mystique games that month.

Editor Arnie Katz immediately held a summit meeting. It was too late to do anything about that December ad, but both the retailer and EG agreed that no further material of this sort would be printed.

In other words, that tiny ad space was a mistake. Our pledge three issues later reaffirms our policy. Aside from that December spot, you will never see an ad inappropriate for any of our younger readers.

Nobody likes to turn down advertising, Mike, but believe us when we tell you that several large advertising contracts were instantly rejected by EG because of questionable subject matter. We're not censors — and do not, in fact, believe in censorship in any form. As a magazine that is read at least partially by young, impressionable hobbyists, we feel as you do that such material is inappropriate.

So please forgive us for the single slip-up and we promise you'll never see anything like that in these pages again!